

Abstract of the Disclosure

A store apparatus 2 stores a point calculation method that is applied usually, and stores names of specific commodities, as well as a specific point calculation method that is applied to those specific commodities in respective limited periods. When an order of a commodity is received from an ordering apparatus 1, it is judged if that commodity is among the specific commodities. When it is one of the specific commodities, points are calculated using the specific point calculation method. By making the specific point calculation method more advantageous to customers than the usual point calculation method, it is possible to excite customers' will to purchase the specific commodities in specific periods.